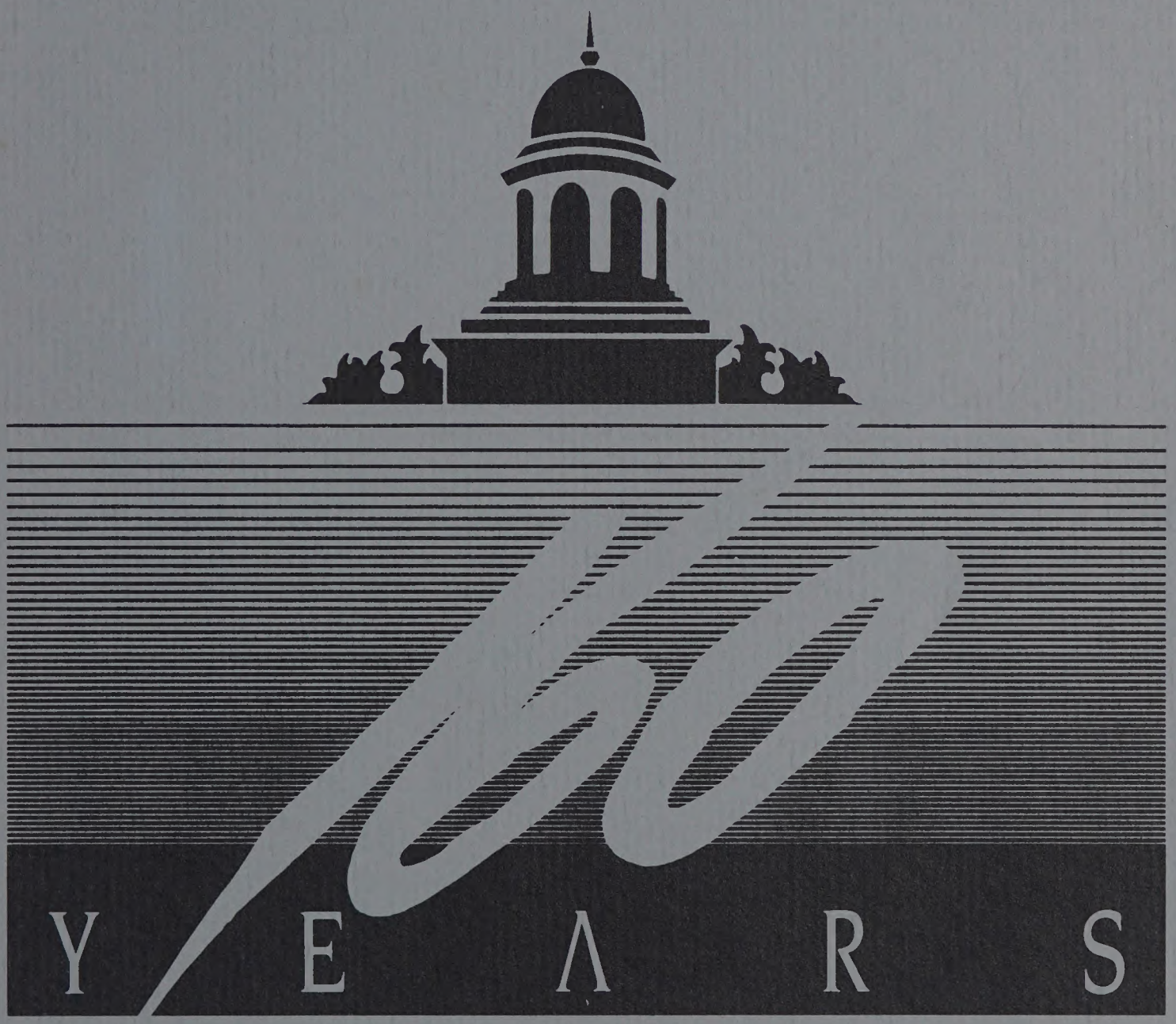
PRESIDENT'S REPORT
1984-1985



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FROM THE PRESIDENT

For the president, at any rate, a "President's Report" has one peculiar quirk: it's late! Because, when finally all '84/85 accounts are in, audited, and tabulated, the year is four-months-past history! Meantime, exciting '85/86 things have been happening, which the president is dying to share, but can't, because they belong in the '85/86 report, due next October! So, with your permission, I will eliminate that quirk, and be timeously pertinent. Though, to be sure, the events and statistics of '84/85 were indeed significant.

Our pressing problem, congenital to American, independent colleges generally, was enrollment. There are two causes: the number of college-bound students is decreasing; and state schools keep their charges low with heavy tax subsidies. It was to this we directed our main energies and our best resources.

And we received immediate and valuable help from Bishop Walter Underwood, Louisiana's brilliant new episcopal leader. Both by his visionary "Bishop's Awards," and his strong support generally, he is focusing Louisiana United Methodist Churches on *their* College. The momentum builds!

Volunteer alumni recruiters were enlisted; excellent students engaged the task, as "The Centenary Student Foundation"; creative faculty and staff joined me in a crucial "Recruitment and Retention" (R & R) task force. This obviously has to be a long-term and constant battle, but we believe it is being won.

For example, clearly the outstanding work of the "R & R" task force was in leading the faculty in major reassessment, and comprehensive redesign, of the curriculum. The faculty devoted months of intensive work to creating first-class structures of education. So important is this academic process that I urge your awareness of it. Indeed, to whet your appetite, I offer a conversation about it as an appendix to this report. (The conversation was only that: a phone call made to me by Bill Long, editor of the *North Louisiana Business Journal*. While it obviously is not a scholarly analysis or thorough description, it was my spontaneous response to Long's questions about the fine work which promises so much in the quality of our future graduates.)

Dr. Donald A. Webb

In quite another area of our campus life, there were welcome improvements in the College's physical facilities. With munificent help from eight donors, and generous work by the (Alumni-owned!) Florsheim Company, Haynes Gym was refurbished excellently. The Centenary Women's Club—those constant supporters of the College!—achieved wonders in the South Caf and the Green Room. The Women's Endowment Quorum redecorated Sexton Dorm. The Muses transformed Jackson Hall lobby. With help from the Student Government Association, the Cline Dorm parking lot was resurfaced. And much work was done to improve the rooms in all five dormitories. All harbingers of gracious works ahead!

Also impressive this year was the fund-raising. In a most difficult economic climate, we raised what was the largest amount in one year in recent history: nearly $4 million. Of this, $2,016,107.67 was added to the endowment; $954.647.55 was for the Great Teachers-Scholars Drive; $107,175.81 was by the Gents Club; and $761,774.26 was in the form of gifts from the Church and other friends and agencies. Deeply gratifying support, wouldn't you agree?

But since May 31, 1985, at least three further significant portents have occurred.

First, an omen of things to come, in which I have much hope: the recruitment of 21 new faculty and staff colleagues, the selection of whom, because of their quality and commitment, can justify your confidence in Centenary's future. They are: Larry Bagley, Assistant Basketbell and Volleyball Coach; Ernest W. Blakeney, Assistant Professor of Chemisty; Tom Holloway, Instructor in Military Science; Bernard Jenkins, Instructor in Military Science; Kay Lee, Director of Senior Adult Education; Robert and Willa Moss, Women's Gymnastic Coaches; Stephen R. Rock, Assistant Professor of Political Science; Kendall Rogers, Trainer and Equipment Manager for Varsity Sports; Marcia and Rick Rowell, Instructors in Music; Austin Sartin, William C. Woolf Professor of Geology; Paula Myrick Short, Assistant Professor of Education; Mark Simmons, Director of Church Relations; Joe Simon, Director of Scholarships and Grants; Paul W. Spillenger, Instructor in English; Katie Stevens, Coordinator of Student Employment; Jean Trahan, Treasurer; David Wetsel, Assistant Professor of French; Steve Wiegenstein, Instructor in English; Peter Winkler, Golf Coach.

Then, on September 12, amid general high spirits of the faculty and students, we installed Dr. Barrie Richardson as the Samuel Guy Sample Professor of Business Administration. In terms both of the academic leadership of Dean Richardson (his new M.B.A. program, for example, is quite outstanding) and of the Sample family's endowment support, this was a joyous beginning!

And finally, when the undergraduate enrollment was complete, we knew we had turned a difficult corner: we had reversed our own, and the national, downward trend, and had increased our freshman class in both quality and quantity!

We have large and serious challenges before us: to elevate radically our retention rate of returning students; to improve swiftly the College's student facilities; to gain more scholarships for quality students; and to increase substantially the endowment, so as to advance both faculty excellence and academic programs (including the progressive use of computers).

But we are well underway—full sail, good speed, right course, sure destination. The campus has adopted as its motto for '85, "The Year of the Rising Spirit." Join us in that, won't you?

Donald A. Webb.

CENTENARY COLLEGE OF LOUISIANA

Condensed Statement of Current Funds Revenues, Expenditures and Other Changes

Year ended May 31, 1985

The condensed statement of current funds revenues, expenditures, and other changes for the year ended May 31, 1985, appearing herein has been extracted and condensed from the financial statements of Centenary College of Louisiana, which have been examined and reported on by Pasquier & Batson, independent certified public accounts. Such complete financial statements and report thereon by Pasquier & Batson may be inspected in the Business Office of Centenary College of Louisiana.

	1985					
	Unrestricted	%	Restricted	%	Total	%
Revenues:						
Student tutition and fees	$3,233,710	42.4	-	-	3,233,710	33.9
Endowment income	816,091	10.7	1,047,922	54.6	1,864,013	19.5
Gifts	1,433,633	18.8	517,379	27.0	1,951,012	20.4
Grants - Federal and State	240,353	3.1	124,449	6.5	364,802	3.8
Sponsored programs, organized activities and other sources	307,723	4.0	106,903	5.5	414,626	4.3
Sales and services of auxiliary enterprises	1,603,281	21.0	123,027	6.4	1,726,308	18.1
Total revenues	$7,634,791	100.00	1,919,680	100.0	9,554,471	100.0
Expenditures and mandatory transfers:						
Educational and general						
Instructional and departmental research	2,233,748	29.3	514,843	28.2	2,748,591	29.1
Organized activities relating to educational departments	18,577	.2	-	-	18,577	.2
Sponsored research	-	-	1,547	.1	1,547	-
Other sponsored programs	-	-	158,023	8.7	158,023	1.7
Library	119,165	1.6	159,296	8.8	278,461	3.0
Student services	315,096	4.1	-	-	315,096	3.3
Operation and maintenance of physical plant	904,990	11.9	46,915	2.6	951,905	10.1
General Administration	331,414	4.3	-	-	331,414	3.5
Staff benefits	274,715	3.6	-	-	274,715	2.9
General institutional	948,400	12.5	-	-	948,400	10.0
Student aid	730,171	9.6	526,166	28.7	1,256,337	13.3
Other	-	-	250,796	13.7	250,796	2.7
Mandatory transfers	321,699	4.2	20,000	1.0	341,699	3.6
Total educational and general	6,197,975		1,677,586		7,875,561	
Auxiliary enterprises including mandatory transfers	1,825,262	24.0	262,094	14.3	2,087,356	22.1
Total expenditures and mandatory transfers	8,023,237		1,939,680		9,962,917	
Other transfers and additions (deductions):						
Excess of restricted receipts over transfers to revenues	-	-	187,142	(10.2)	187,142	(1.9)
Transfers (to) from plant funds	-	-	10,000	(.5)	10,000	(.1)
Transfers (to) from endowment funds	235,376	(3.1)	(134)	-	235,242	(2.5)
Transfers (to) from loan funds	88,000	(1.1)	-	-	88,000	(1.0)
Reclassification between current funds	85,320	(1.1)	(85,320)	4.6	-	-
Total other transfers and additions (deductions)	408,696		111,688		520,384	
Total expenditures, transfers and other additions (deductions)	7,614,541	100.0	1,827,992	100.0	9,442,533	100.0
Net increase in fund balances	$ 20,250		91,688		111,938	

During the year ended May 31, 1985 the endowment funds increased $2,116,631.
The book value of these funds as of May 31, 1985 was $21,391,424. The approximate market value of securities held by the funds at that date was $22,890,000.

REVENUES AND EXPENDITURES FOR YEAR ENDING MAY 31, 1985

REVENUES $9,554,471	
364,802	GRANTS 3.8%
414,626	SPONSORED PROGRAMS 4.3%
1,726,308	AUXILIARY ENTERPRISES 18.1%
1,864,013	ENDOWMENT INCOME 19.5%
1,951,012	GIFTS 20.4%
3,233,710	TUITION & FEES 33.9%

EXPENDITURES $9,554,471	
18,577	ORGANIZED ACTIVITIES .02%
111,938	INCREASE FUND BALANCE 1.2%
158,023	SPONSORED PROGRAMS 1.6%
252,343	OTHER 2.6%
278,461	LIBRARY 2.9%
274,715	STAFF BENEFITS 2.9%
315,096	STUDENT SERVICES 3.3%
331,414	GENERAL ADMINISTRATION 3.5%
341,699	MANDATORY TRANSFERS 3.6%
(520,384)	OTHER ADDITIONS AND TRANSFERS (5.4%)
948,400	GENERAL INSTITUTION 9.9%
951,905	OPERATION AND MAINTENANCE OF PHYSICAL PLANT 9.9%
1,256,337	STUDENT AID 13.1%
2,087,356	AUXILIARY ENTERPRISES 21.9%
2,748,591	INSTRUCTIONAL 28.8%

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Our grateful thanks to members of The President's Club who contributed $5,000 or more in unrestricted funds to the Great Teachers-Scholars Fund or to the President's Matching Fund, 1984-85.

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*Woolf Foundation

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We would also like to express our appreciation to members of The Founders Club who contributed unrestricted gifts of $1,000 - $4,999 to the Great Teachers-Scholars Fund or the President's Matching Fund, 1984-85.

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*These donors also gave in 1983-84.
cmg - corporate matching gift

Centenary's 1984-85 Fiscal Year began June 1, 1984 and ended May 31, 1985.

For additions, corrections, or other information, please call 869-5112.

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Unrestricted gifts between $160 ($1 for every year of Centenary's existence) and $1,000 contributed to the 1984-85 Great Teachers-Scholars Fund – a special thanks.

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CENTENARY: THE COLLEGIAL CORE

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When a young person graduates from Centenary College in Shreveport, that person shouldn't retreat from the conversaton at a social gathering if someone drops names such as Dostoevski, Pushkin, Rembrandt, Puccini, Bach, Deuteronomy, St. Thomas Aquinas, Sir Thomas Moore or Walt Whitman.

Neither should he or she flinch with insecurity over conversations centering around bytes, megabytes or ergonomics.

If Dr. Donald Webb, Centenary's president, has his way, these Centenary alumni will be able to respond spontaneously with an astonishing degree of in-depth knowledge and understanding of the subjects at hand.

"Centenary exemplifies the full liberal arts education. When a person graduates from Centenary, he will know what a cultured person should know. He will have a 'breath of knowledge' in all the disciplines. Our goal is not to graduate the narrow technician, but rather the informed, highly competent, well-educated individual."

To produce graduates, not in a snobbish, elitist mold, but in that of a complete person, is the Centenary goal and the very heart of Centenary's new 'core curriculum program,' in which music majors are required to study subjects ranging from foreign language and computers, and computer science majors are required to study foreign language, business and the other disciplines.

After four months of debate and twice that many of study, the Centenary College faculty has adopted this tough new core curriculum which increases required courses from 45 semester hours to 55.

According to Webb, "Centenary students must now take religion, physical education, foreign language or literature, mathematics, plus additional requirements in English literature, advanced speech and writing, internships with area businesses, and a senior level seminar which integrates department studies through a major paper to be presented orally and-or a comprehensive examination given by the department."

"The new degree requirements provide an integrated program designed to deepen students' knowledge, stretch their minds, and prepare them for a rich cultural life and productive careers," said Dr. Dorothy Gwin, dean of the College.

Webb uses the term 'collegial core' with a sense of deep pride and satisfaction. "The Collegial Core provides a common experience for all our graduates. This means that all our students have similar experiences. They come out of Centenary well-rounded and well-educated."

Webb expects all future Centenary graduates to possess a 'high level of proficiency in communications.' To insure this, each student must stand before the faculty to demonstrate this high level of proficiency.

Further, as a part of the 'Centenary experience', graduates must have a breadth of knowledge. In order to accomplish this objective, fewer electives are offered. As an example, Webb said that in two years, every student at Centenary will have direct access to a computer. At the same time, Webb said all students are encouraged to study music and art.

'Depth of knowledge' is another component of the Centenary experience, Webb continued. "In one major area, we expect our students to obtain a depth of knowledge. To demonstrate this depth of knowledge in his major area, each student must successfully present a senior project to his professors and peers."

The world of work, supported through extensive intern programs in the community, comprises yet another aspect of the Centenary experience, Webb said. "We cannot require internships for all students—for example, one majoring in foreign languages—but we will provide internships for most of them. Work experience during college," Webb said, "enables students to function better in a post-college work environment."

Intercultural learning is promoted at Centenary. The famed Centenary College choir regularly travels thoughout the world, while many of Centenary's students are afforded opportunities to study in Europe. Centenary has on-going educational programs in England, Webb's home country.

Centenary's optimum enrollment is just over 1,200 students, and the emphasis is to attract an even higher quality student—one that has excelled in high school and on college board tests.

Centenary's endowment has climbed from $6.5 million to over $23 million since Webb came to the college. "We raise approximately a million dollars a year to support our on-going programs. We have a beautiful relationship with Shreveport-Bossier," Webb reported.

With a growing endowment and a $9.5 million annual budget, Webb reported that Centenary has eight endowed chairs and a 61-member faculty, 77 percent of whom hold teminal degrees.

The 22.6 average ACT score of Centenary students is among the highest in Louisiana. About 50 percent of Centenary's students are on some type of student aid. The tuition cost is $2,100 per semester. No qualified student, Webb said, should be deterred because of finances.

Centenary's overall mission is to improve quality and to produce highly educated graduates. With its excellent financial footings and exciting new curriculum, who can question Centenary's ability to reach those goals? By any standards, Centenary is an exciting place to be. It is a college for which all of Louisiana can be justly proud.

CENTENARY COLLEGE
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